

CLAIMS

1. A method comprising:

obtaining audio/video data from a disc;
presenting the audio/video data to a user;
obtaining a set of software instructions from the disc;
receiving an input from the user; and
executing, in response to the input, one or more instructions of the set of software instructions to determine how to enhance presentation of the audio/video data to the user by using programmatic data associated with the disc.

2. A method as recited in claim 1, further comprising:

obtaining the programmatic data from the disc.

3. A method as recited in claim 1, further comprising:

obtaining the programmatic data from a local storage device.

4. A method as recited in claim 1, further comprising:

obtaining the programmatic data from a remote storage device.

5. A method as recited in claim 1, wherein the user input comprises a user input requesting an action be taken regarding playback of the audio/video data.

1 6. A method as recited in claim 1, wherein executing the one or more
2 instructions comprises:

3 identifying a temporal location of the audio/video data currently being
4 played back;

5 identifying programmatic data corresponding to the identified temporal
6 location; and

7 executing the one or more instructions to determine how to enhance
8 presentation of the audio/video data currently being played back using the
9 identified programmatic data.

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11 7. A method comprising:

12 obtaining, from a source, audio/video data for presentation to a user;

13 obtaining, from the source, a set of instructions associated with the
14 audio/video data;

15 obtaining programmatic data associated with the audio/video data; and

16 enhancing presentation of the audio/video data to the user based on the
17 programmatic data processed by the set of instructions.

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19 8. A method as recited in claim 7, wherein obtaining the programmatic data
20 comprises obtaining the programmatic data from the source.

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22 9. A method as recited in claim 7, wherein the source comprises a DVD.
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1 **10.** A method as recited in claim 7, wherein the enhancing comprises
2 improving the quality of the video data of the audio/video data.

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4 **11.** A method as recited in claim 7, wherein the enhancing comprises creating
5 an HDTV (High Definition TV) version of the video data of the audio/video data.

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7 **12.** A method as recited in claim 7, wherein the enhancing comprises
8 converting the video data of the audio/video data to a different aspect ratio.

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10 **13.** A method as recited in claim 7, wherein the enhancing comprises
11 incorporating popup information into the video data of the audio/video data.

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13 **14.** A method as recited in claim 7, wherein the enhancing comprises
14 displaying popup information when playback of the audio/video data is paused.

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16 **15.** A method as recited in claim 7, wherein the enhancing comprises allowing
17 the user to scan through important scenes of the audio/video data, wherein the
18 important scenes are identified in the programmatic data.

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20 **16.** A method as recited in claim 7, wherein the enhancing comprises
21 presenting, to the user, a summary of important scenes of the audio/video data up
22 to a particular point in the audio/video data.

1 17. A method as recited in claim 7, wherein the enhancing comprises allowing
2 the user to access additional episodic content associated with the audio/video data.

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4 18. A method as recited in claim 7, wherein the enhancing comprises:
5 improving the quality of the video data of the audio/video data;
6 creating an HDTV (High Definition TV) version of the video data of the
7 audio/video data;
8 converting the video data of the audio/video data to a different aspect ratio;
9 incorporating popup information into the video data of the audio/video
10 data;
11 displaying popup information when playback of the audio/video data is
12 paused;
13 allowing the user to scan through important scenes of the audio/video data,
14 wherein the important scenes are identified in the programmatic data;
15 presenting, to the user, a summary of important scenes of the audio/video
16 data up to a particular point in the audio/video data; and
17 allowing the user to access additional episodic content associated with the
18 audio/video data.

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20 19. A method comprising:
21 receiving audio/video content for playback;
22 receiving programmatic data associated with the audio/video content; and
23 executing a set of instructions to enhance the playback of the audio/video
24 content, wherein the enhancement is based at least in part on the programmatic
25 data.

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20. A method as recited in claim 19, wherein the audio/video content and the set of instructions are both received from a same source.

21. A method as recited in claim 20, wherein the same source comprises a DVD.

22. A method as recited in claim 19, wherein the receiving programmatic data comprises receiving the programmatic data from a local storage device.

23. A method as recited in claim 19, wherein the receiving programmatic data comprises receiving the programmatic data from a remote device.

24. A method as recited in claim 19, wherein the enhancement comprises improving the quality of the video data of the audio/video content.

25. A method as recited in claim 19, wherein the enhancement comprises creating an HDTV (High Definition TV) version of the video data of the audio/video content.

26. A method as recited in claim 19, wherein the enhancement comprises converting the video data of the audio/video content to a different aspect ratio.

1 27. A method as recited in claim 19, wherein the enhancement comprises
2 overlaying popup information on the video data of the audio/video content.

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4 28. A method as recited in claim 19, wherein the enhancement comprises
5 displaying popup information when playback of the audio/video content is paused.

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7 29. A method as recited in claim 19, wherein the enhancement comprises
8 allowing the user to scan through important scenes of the audio/video content,
9 wherein the important scenes are identified in the programmatic data.

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11 30. A method as recited in claim 19, wherein the enhancement comprises
12 presenting, to the user, a summary of important scenes of the audio/video content
13 up to a particular point in the audio/video content.

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15 31. A method as recited in claim 19, wherein the enhancement comprises
16 allowing the user to access additional episodic content associated with the
17 audio/video content.

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19 32. One or more computer readable media having stored thereon a plurality of
20 instructions that, when executed by one or more processors, causes the one or
21 more processors to:

22 access audio/video content obtained from a DVD;

23 identify a current portion of the audio/video content being played back;

24 identify programmatic data that corresponds to both the audio/video content

25 and the current portion being played back; and

1 enhance presentation of the audio/video content based at least in part on the
2 identified programmatic data.

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4 **33.** One or more computer readable media as recited in claim 32, wherein the
5 programmatic data is also obtained from the DVD.

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7 **34.** One or more computer readable media as recited in claim 32, wherein the
8 one or more computer readable media comprises the DVD.

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10 **35.** One or more computer readable media as recited in claim 32, wherein the
11 programmatic data includes a plurality of different portions and the audio/video
12 content includes a plurality of different portions, and wherein different portions of
13 the programmatic data correspond to different portions of the audio/video content.

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15 **36.** A computer readable media having stored thereon a data structure,
16 comprising:

17 a first portion containing audio data and video data;
18 a second portion containing programmatic data;
19 a third portion containing a plurality of instructions, wherein when
20 executed the plurality of instructions is to determine, based on which of the audio
21 and video data are being presented, which of the programmatic data to process.

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23 **37.** A computer readable media as recited in claim 36, wherein the
24 programmatic data is processed to improve the quality of the video data.

1 **38.** A computer readable media as recited in claim 36, wherein the
2 programmatic data is processed to create an HDTV (High Definition TV) version
3 of the video data.

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5 **39.** A computer readable media as recited in claim 36, wherein the
6 programmatic data is processed to convert the video data to a different aspect
7 ratio.

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9 **40.** A computer readable media as recited in claim 36, wherein the
10 programmatic data is processed to incorporate popup information into the video
11 data.

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13 **41.** A computer readable media as recited in claim 36, wherein the
14 programmatic data is processed to display popup information when playback of
15 the audio data and video data is paused.

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17 **42.** A computer readable media as recited in claim 36, wherein the
18 programmatic data is processed to allow the user to scan through important scenes
19 of the audio data and video data, wherein the important scenes are identified in the
20 programmatic data.

1 **43.** A computer readable media as recited in claim 36, wherein the
2 programmatic data is processed to present, to the user, a summary of important
3 scenes of the audio data and video data up to a particular point in the audio data
4 and video data.

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6 **44.** A computer readable media as recited in claim 36, wherein the
7 programmatic data is processed to allow the user to access additional episodic
8 content associated with the audio/video data.

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10 **45.** A method comprising:
11 obtaining audio/video content to be presented to a user;
12 obtaining programmatic data associated with the audio/video content; and
13 executing a set of instructions that use the programmatic data to improve
14 the quality of the video of the audio/video content.

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16 **46.** A method as recited in claim 45, wherein the set of instructions, the
17 audio/video content, and the programmatic data are all obtained from the same
18 DVD.

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20 **47.** A method comprising:
21 obtaining audio/video content to be presented to a user;
22 obtaining programmatic data associated with the audio/video content; and
23 executing a set of instructions that use the programmatic data to create an
24 HDTV (High Definition TV) version of the video of the audio/video content.
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1 **48.** A method as recited in claim 47, wherein the set of instructions, the
2 audio/video content, and the programmatic data are all obtained from the same
3 DVD.

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5 **49.** A method comprising:
6 obtaining audio/video content to be presented to a user;
7 obtaining programmatic data associated with the audio/video content; and
8 executing a set of instructions that use the programmatic data to convert the
9 video of the audio/video content to a different aspect ratio.

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11 **50.** A method as recited in claim 49, wherein the set of instructions, the
12 audio/video content, and the programmatic data are all obtained from the same
13 DVD.

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15 **51.** A method comprising:
16 obtaining audio/video content to be presented to a user;
17 obtaining programmatic data associated with the audio/video content; and
18 executing a set of instructions that use the programmatic data to incorporate
19 popup information into the video of the audio/video content.

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21 **52.** A method as recited in claim 51, wherein using the programmatic data to
22 incorporate popup information into the video comprises using the programmatic
23 data to overlay the popup information on the video.

1 **53.** A method as recited in claim 51, wherein the popup information includes
2 images overlaying the video.

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4 **54.** A method as recited in claim 51, wherein the popup information includes
5 text overlaying the video.

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7 **55.** A method as recited in claim 51, wherein the popup information includes a
8 link that, when selected by the user, allows the user to purchase an item being
9 displayed as part of the video.

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11 **56.** A method as recited in claim 51, wherein the set of instructions, the
12 audio/video content, and the programmatic data are all obtained from the same
13 DVD.

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15 **57.** A method comprising:
16 obtaining audio/video content to be presented to a user;
17 obtaining programmatic data associated with the audio/video content; and
18 executing a set of instructions that use the programmatic data to display
19 popup information when playback of the audio/video content is paused.

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21 **58.** A method as recited in claim 57, wherein the popup information includes
22 images overlaying the video.

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1 **59.** A method as recited in claim 57, wherein the popup information includes
2 text overlaying the video.

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4 **60.** A method as recited in claim 57, wherein the popup information includes a
5 link that, when selected by the user, allows the user to purchase an item being
6 displayed as part of the video.

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8 **61.** A method as recited in claim 57, wherein the set of instructions, the
9 audio/video content, and the programmatic data are all obtained from the same
10 DVD.

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12 **62.** A method comprising:
13 obtaining audio/video content to be presented to a user;
14 obtaining programmatic data associated with the audio/video content; and
15 executing a set of instructions that use the programmatic data to allow the
16 user to scan through important scenes of the audio/video content.

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18 **63.** A method as recited in claim 62, wherein the programmatic data includes
19 data identifying portions of the audio/video content that are important to the plot
20 of the audio/video content, and wherein the user is allowed to scan through the
21 portions of the audio/video content that are important to the plot.

1 **64.** A method as recited in claim 62, wherein the programmatic data includes
2 data identifying portions of the audio/video content that are important to a sub-plot
3 of the audio/video content, and wherein the user is allowed to scan through the
4 portions of the audio/video content that are important to the sub-plot.

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6 **65.** A method as recited in claim 62, wherein the executing comprises
7 executing the set of instructions that use the programmatic data to allow the user to
8 scan through the important scenes by jumping to a next important scene of a
9 plurality of important scenes in response to a user request.

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11 **66.** A method as recited in claim 65, wherein the user request comprises
12 activation of a scan button on a remote control.

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14 **67.** A method as recited in claim 62, wherein executing comprises executing
15 the set of instructions that use the programmatic data to allow the user to scan
16 through the important scenes by playing back only a set of important scenes in
17 response to a single user request.

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19 **68.** A method as recited in claim 62, wherein the set of instructions, the
20 audio/video content, and the programmatic data are all obtained from the same
21 DVD.

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23 **69.** A method comprising:
24 obtaining audio/video content to be presented to a user;
25 obtaining programmatic data associated with the audio/video content; and

1 executing a set of instructions that use the programmatic data to present, to
2 the user, a summary of important scenes of the audio/video content up to a
3 particular point in the audio/video content.

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5 **70.** A method as recited in claim 69, wherein the particular point in the
6 audio/video content comprises the point at which the user indicates playback of
7 the audio/video content is to begin.

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9 **71.** A method as recited in claim 69, further comprising:
10 determining a position in the audio/video content where playback of the
11 audio/video content last stopped; and
12 using the position as the particular point.

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14 **72.** A method as recited in claim 69, wherein the set of instructions, the
15 audio/video content, and the programmatic data are all obtained from the same
16 DVD.

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18 **73.** A method comprising:
19 obtaining audio/video content to be presented to a user;
20 obtaining programmatic data associated with the audio/video content; and
21 executing a set of instructions that use the programmatic data to allow the
22 user to access additional episodic content associated with the audio/video content.

1 **74.** A method as recited in claim 73, wherein the additional episodic content
2 includes additional scenes of the audio/video content.

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4 **75.** A method as recited in claim 73, wherein the additional episodic content
5 comprises an additional audio track associated with the audio/video content.

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7 **76.** A method as recited in claim 73, further comprising charging a fee for
8 access to the additional episodic content.

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10 **77.** A method as recited in claim 73, wherein the set of instructions, the
11 audio/video content, and the programmatic data are all obtained from the same
12 DVD.

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14 **78.** A system comprising:

15 an audio/video playback module to receive audio/video content for
16 playback; and

17 a programmatic data control module to receive programmatic data
18 associated with the audio/video content and enhance the playback of the
19 audio/video content, wherein the enhancement is based at least in part on the
20 programmatic data.

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22 **79.** A system as recited in claim 78, wherein the enhancement comprises:

23 improving the quality of the video data of the audio/video content;

24 creating an HDTV (High Definition TV) version of the video data of the
25 audio/video content;

1 converting the video data of the audio/video content to a different aspect
2 ratio;
3 incorporating popup information into the video data of the audio/video
4 content;
5 displaying popup information when playback of the audio/video content is
6 paused;
7 allowing the user to scan through important scenes of the audio/video
8 content, wherein the important scenes are identified in the programmatic data;
9 presenting, to the user, a summary of important scenes of the audio/video
10 content up to a particular point in the audio/video content; and
11 allowing the user to access additional episodic content associated with the
12 audio/video content.

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14 **80.** A system as recited in claim 78, wherein the programmatic data control
15 module, the programmatic data, and the audio/video content are received from the
16 same DVD.
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